

ORDER



KLAS

Orders	Order / Rev:	36771	 KLAS <hr/> Mike Jones <hr/> K-WAS <hr/> National
	Alt Order #:	08833146	
	Product Desc:	HOUSE MAJORITY PAC	
	Estimate:	1428	
	Flight Dates:	09/18/12 - 10/01/12	
	Original Date / Rev:	07/26/12 / 07/26/12	
	Order Type:	GENERAL	
Agency	Name:	Waterfront Strategies	Primary AE: <hr/> Sales Office: <hr/> Sales Region: Billing Type: <hr/> Billing Calendar: <hr/> Billing Cycle: <hr/> Agency Commission: Cash <hr/> Broadcast <hr/> EOM/EOC <hr/> 15%
	Buying Contact:		
	Billing Contact:		
		1010 Wisconsin Avenue	
		Washington, DC 20007	
Advertiser	Name:	House Majority PAC	
	Demographic:	A35+	
	Product Codes:	PO4	New Business Thru: <hr/> Order Separation: <hr/> Advertiser External ID: <hr/> Agency External ID:
	Priority:	LV1	
	Revenue Codes:	AGY, POL, ISS	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	31	\$63,200.00	\$53,720.00
10/01/12	10/01/12	1	\$1,300.00	\$1,105.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	31	\$63,200.00	\$53,720.00	0.00
October 2012	1	\$1,300.00	\$1,105.00	0.00
Totals	32	\$64,500.00	\$54,825.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$64,500.00
Market	100%	\$215,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$53,750.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$10,750.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 2	8	09/18/12	09/28/12	8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	1	\$900.00	LV1	0.00	NM	2	\$1,800.00	
8 NEWS NOW @ 6A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/17/12	09/23/12		-TWTF--		1	\$900.00			0.00						
Week:	09/24/12	09/30/12		-TWTF--		1	\$900.00			0.00						
E 3	8	09/18/12	09/28/12	CBS This Morning 7-9a CM		7-9a	-TWTF--	:30	1	\$800.00	LV1	0.00	NM	2	\$1,600.00	
CBS THIS MORNING																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/17/12	09/23/12		-TWTF--		1	\$800.00			0.00						
Week:	09/24/12	09/30/12		-TWTF--		1	\$800.00			0.00						
E 4	8	09/22/12	09/22/12	CBS Early Show - Sat. CM		5-7a	-----S-	:30	1	\$450.00	LV1	0.00	NM	0	\$0.00	
SAT EARLY SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/17/12	09/23/12		-----S-		1	\$450.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1		8 09/17/12-09/23/12		CBS Early Show - Sat.		5-7a				-----Sa--		:30	(\$450.00)	0.00	NM	
See MG 6.2,6.3 [due n/a upon entry (DA)]																
E 5	8	09/23/12	09/23/12	CBS News Sunday Morn#1		CBS Sunday Morn-----S		:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00	
CBS NEWS SUNDAY MORNING																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/17/12	09/23/12		-----S		1	\$1,500.00			0.00						
E 6	8	09/30/12	09/30/12	8 News Now Sun AM #1		8 News Now Sun A-----S		:30	1	\$1,500.00	LV1	0.00	NM	2	\$7,550.00	
8 NEWS NOW SUNDAY MORNING #2																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/24/12	09/30/12		-----S		1	\$1,500.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1		8 09/24/12-09/30/12		8 News Now Sun AM #2		8 News Now Sun				-----Su		:30	(\$1,500.00)	0.00	NM	
See MG 6.2,6.3 [due n/a upon entry (DA)]																
2		8 09/22/12-09/22/12		Sat Prime Special		8-10p				-----Sa--		:30	\$3,775.00	0.00	NM	
(M)		MG for 19.1,20.3,20.1,19.2,4.1,6.1														
3		8 09/22/12-09/22/12		Sat Prime Special		8-10p				-----Sa--		:30	\$3,775.00	0.00	NM	
(M)		MG for 19.1,20.3,20.1,19.2,4.1,6.1														
E 7	8	09/24/12	09/24/12	Live w/Kelly	CM	9-10a	M-----	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00	
LIVE WITH KELLY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/24/12	09/30/12		M-----		1	\$750.00			0.00						
E 8	8	09/18/12	09/28/12	Price Is Right	CM	10-11a	-TWTF--	:30	1	\$2,500.00	LV1	0.00	NM	2	\$5,000.00	
PRICE IS RIGHT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/17/12	09/30/12		-TWTF--		1	\$2,500.00			0.00						
E 9	8	09/18/12	09/21/12	8 News Now Noon M-F	CM	12-1230p	-TWTF--	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00	
NOON NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/17/12	09/23/12		-TWTF--		1	\$750.00			0.00						
E 10	8	09/23/12	09/23/12	Sun 530-6p Ins Ed Wkn	CM	530-6p	-----S	:30	1	\$550.00	LV1	0.00	NM	1	\$550.00	
INSIDE EDITION																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/17/12	09/23/12		-----S		1	\$550.00			0.00						
E 11	8	09/18/12	09/21/12		CM	4-5p	-TWTF--	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00	

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8 News Now 4p M-F															
8 News Now 4p M-F															
8 NEWS NOW @ 4P & 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12		-TWTF--		1	\$1,100.00			0.00					
E 12	8	09/24/12	09/24/12	8 News Now 4p M-F	CM	4-5p		:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00
8 News Now 5-630p M-FCM															
8 News Now 5-630p M-F															
8 NEWS NOW @ 5P & 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12		-TWTF--		1	\$1,300.00			0.00					
Week:	09/24/12	09/30/12		-TWTF--		1	\$1,300.00			0.00					
E 14	8	09/18/12	09/28/12	630-7p Inside Edition	CM	630-7p		:30	2	\$1,200.00	LV1	0.00	NM	4	\$4,800.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12		-TWTF--		2	\$1,200.00			0.00					
Week:	09/24/12	09/30/12		-TWTF--		2	\$1,200.00			0.00					
E 15	8	10/01/12	10/01/12	630-7p Inside Edition	CM	630-7p		:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		M-----		1	\$1,300.00			0.00					
E 16	8	09/20/12	09/20/12	Thu 10-11p Person Of Interest	CM	10-11p		:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
PERSON OF INTEREST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12		---T---		1	\$7,500.00			0.00					
E 17	8	09/27/12	09/27/12	Thu 10-11p Elementary	CM	10-11p		:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
ELEMENTARY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12		---T---		1	\$7,500.00			0.00					
E 18	8	09/23/12	09/23/12	Sun 10-11p The Mentalist	CM	10-11p		:30	1	\$9,500.00	LV1	0.00	NM	1	\$9,500.00
THE MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12		-----S		1	\$9,500.00			0.00					
E 19	8	09/18/12	09/28/12	8 News Now 11p M-F	CM	11-1135p		:30	2	\$1,900.00	LV1	0.00	NM	2	\$3,800.00
8 NEWS NOW @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12		-TWTF--		2	\$1,900.00			0.00					
Spot	Ch	Date Range	Description			Start/End Time									
1	8	09/17/12-09/23/12	8 News Now 11p M-F			11-1135p									
<i>See MG 6,2,6.3 [due n/a upon entry (DA)]</i>															
2	8	09/17/12-09/23/12	8 News Now 11p M-F			11-1135p									
<i>See MG 6,2,6.3 [due n/a upon entry (DA)]</i>															
Week:	09/24/12	09/30/12		-TWTF--		2	\$1,900.00			0.00					
E 20	8	09/22/12	09/30/12	8 News Now 11p Sa/SuCM	CM	11-1135P		:30	2	\$900.00	LV1	0.00	NM	2	\$1,800.00
8 NEWS NOW @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12		-----SS		2	\$900.00			0.00					

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